

GOOGLE SHOPPING WORKSHEET

JM Internet Group - <https://www.jm-seo.org/> - info@jm-seo.org - Tel. 800-298-4065

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Introduction. Google Shopping Campaigns place your products in front of customers as they search Google. Do they make sense for you?

- Yes**, there are relevant keyword searches that generate product ads (on the far right of Google, showing images).
- No**, there are not any relevant keywords searches that generate product ads.

In addition, you want to research whether customers tend to search Google, search Amazon, and/or search some other site (e.g., eBay, Etsy) when looking for your products.

Our customers tend to search (place in volume order):

Google Amazon Bing eBay Other:

e-Commerce. You need an e-Commerce website to participate in shopping ads. For example, a customer must be able to click from Google to your website and see a product title, image, description, price, and have the ability to purchase. Alternatively, for local retailers, they can have a localized e-commerce website but it must do all of these functions EXCEPT complete the purchase online.

- Yes**, we have a functioning e-commerce website.
- Yes**, we have a localized e-commerce / product availability website.

Shopping Set Up. Before you set up your Shopping Campaigns, you need the following (after having a functioning e-commerce website):

- Google Merchant Center.** This needs to be set up and have a functioning data feed.
- Link Google Merchant Center to** your Google Ads account. These need to be linked.

Google Ads Set Up. With everything set up, you're ready to organize your feeds and Campaigns in Google Ads.

- We want to have one, single “all products feed.”
- We want additional, focused Ad Groups so that we can group like products together to bid more effectively.
- We will “tag” high profit items so that we can bid higher on high profit items in the Google Ads auction.

Once you have this in place, then you need to optimize your bid strategy per Ad Group / Product Group in Google Ads.

- We will bid manually per click.
- We will use Google eCPC / Smart Bidding.

Amazon Alternative. In addition to Google Shopping Ads (and the Bing equivalent), don't miss out on Amazon! Is Amazon for you?

- Yes, our customers search Amazon.
- No, our customers do not search Amazon.

If so:

- We have optimized our Website for “free” Google SEO-oriented searches.

- We have optimized our Amazon product listings for Amazon SEO.

And:

- We have set up an Amazon Seller Account.
- We have listed our products on Amazon.
- We have set up ads on Amazon, based on:
 - Keywords (broad, phrase, or exact match)
 - Amazon AI (Artificial Intelligence)

Metrics. Finally, for Google, Bing, and/or Amazon ads, you want to make sure you are measuring your ROI / ROAS, namely:

- Price per product.
- Profit per product sale.
- Amount spent per click.
- Amount spent per conversion.
- Profit per session by customer.
- Lifetime value of customer.